

TV Grandes Chaînes

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
ENSEMBLE	2088	100.0%	4.0%	882	100.0%	3.5%	1207	100.0%	4.5%	549	100.0%	3.2%
Sexe												
Homme	882	42.2%	3.5%	882	100.0%	3.5%	0	0.0%	0.0%	225	41.1%	2.6%
Femme	1207	57.8%	4.5%	0	0.0%	0.0%	1207	100.0%	4.5%	323	58.9%	3.8%
Age												
15 à 24 ans	284	13.6%	3.9%	124	14.1%	3.4%	160	13.3%	4.5%	108	19.6%	3.5%
25 à 34 ans	218	10.5%	2.9%	96	10.8%	2.6%	123	10.2%	3.2%	52	9.4%	1.6%
35 à 49 ans	557	26.7%	4.5%	216	24.5%	3.5%	341	28.3%	5.4%	219	39.8%	3.5%
50 à 59 ans	465	22.3%	5.0%	217	24.6%	4.7%	249	20.6%	5.3%	149	27.2%	3.9%
60 ans et plus	564	27.0%	3.6%	230	26.1%	3.4%	334	27.7%	3.9%	22	4.0%	2.5%
Individu												
Ménagères	1035	49.6%	4.4%	0	0.0%	0.0%	1035	85.8%	4.4%	255	46.5%	3.6%
Personne de référence	1110	53.1%	3.9%	739	83.8%	3.6%	371	30.7%	4.7%	234	42.6%	2.8%
Responsable des achats	1491	71.4%	4.1%	477	54.1%	3.6%	1014	84.0%	4.4%	349	63.7%	3.2%
PCS Individu												
Agriculteurs	11	0.5%	2.2%	2	0.3%	0.7%	9	0.7%	5.7%	1	0.2%	7.2%
Petits patrons	34	1.6%	2.1%	27	3.1%	2.3%	7	0.6%	1.5%	30	5.4%	2.1%
Affaires et Cadres	114	5.4%	2.3%	57	6.5%	2.0%	57	4.7%	2.8%	92	16.7%	2.1%
Professions intermédiaires	268	12.8%	3.7%	110	12.5%	3.1%	157	13.0%	4.3%	207	37.7%	3.6%
Employés	387	18.5%	4.6%	62	7.1%	2.8%	324	26.9%	5.3%	63	11.5%	3.4%
Ouvriers	308	14.7%	4.9%	217	24.6%	4.3%	91	7.6%	6.8%	2	0.3%	0.4%
Retraités	495	23.7%	3.9%	224	25.4%	3.6%	271	22.4%	4.1%	0	0.1%	0.2%
Autres inactifs	473	22.6%	4.5%	182	20.6%	4.9%	291	24.1%	4.3%	154	28.1%	4.8%
PCS Personne de référence												
Agriculteurs	21	1.0%	2.8%	5	0.5%	1.2%	16	1.3%	4.7%	0	0.0%	0.0%
Petits patrons	75	3.6%	2.9%	34	3.8%	2.5%	41	3.4%	3.2%	75	13.7%	2.9%
Affaires et Cadres	169	8.1%	2.5%	69	7.8%	2.0%	100	8.3%	2.9%	169	30.7%	2.5%
Professions intermédiaires	305	14.6%	3.9%	123	13.9%	3.1%	182	15.1%	4.7%	305	55.6%	3.9%
Employés	231	11.1%	4.3%	83	9.4%	3.5%	148	12.3%	4.8%	0	0.0%	0.0%
Ouvriers	499	23.9%	5.3%	234	26.6%	4.6%	265	22.0%	6.0%	0	0.0%	0.0%
Retraités	600	28.7%	4.0%	243	27.5%	3.6%	357	29.6%	4.4%	0	0.0%	0.0%
Autres inactifs	188	9.0%	4.5%	91	10.4%	5.7%	97	8.0%	3.7%	0	0.0%	0.0%

TV Grandes Chaînes

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Taille du foyer												
1 personne	431	20.6%	4.3%	185	20.9%	4.2%	246	20.4%	4.4%	49	8.9%	2.7%
2 personnes	708	33.9%	3.9%	295	33.5%	3.4%	413	34.3%	4.4%	134	24.4%	3.2%
3 personnes	357	17.1%	3.9%	164	18.6%	3.5%	192	15.9%	4.2%	105	19.1%	2.7%
4 personnes	394	18.9%	4.3%	161	18.3%	3.5%	233	19.3%	5.0%	169	30.8%	3.4%
5 personnes et +	199	9.5%	3.6%	76	8.7%	2.8%	122	10.1%	4.4%	93	16.9%	3.6%
Présence d'enfants de moins de 15 ans												
Oui	591	28.3%	3.8%	247	28.0%	3.3%	345	28.6%	4.2%	242	44.1%	3.1%
Non	1497	71.7%	4.1%	635	72.0%	3.6%	862	71.4%	4.6%	307	55.9%	3.2%
Habitat												
Communes rurales	570	27.3%	4.8%	242	27.5%	4.3%	327	27.1%	5.2%	144	26.2%	4.4%
Agglo. - 20 000 hab	384	18.4%	4.2%	150	17.1%	3.6%	233	19.3%	4.8%	97	17.6%	3.8%
Agglo. 20 000 à 100 000 hab	339	16.2%	4.8%	163	18.4%	4.8%	176	14.6%	4.9%	74	13.4%	4.0%
Agglo. + 100 000 hab	536	25.7%	3.5%	209	23.6%	2.8%	328	27.2%	4.1%	154	28.0%	2.7%
Agglo. Paris	260	12.4%	3.0%	118	13.4%	2.9%	142	11.8%	3.2%	81	14.8%	2.0%

TV Grandes Chaînes

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Régions INSEE												
Ile de France	306	14.6%	3.2%	142	16.1%	3.1%	164	13.6%	3.3%	96	17.5%	2.2%
Nord Pas de Calais	106	5.1%	3.3%	46	5.2%	3.0%	60	4.9%	3.5%	24	4.4%	2.5%
Lorraine	58	2.8%	3.0%	27	3.1%	2.9%	31	2.6%	3.1%	27	4.9%	5.1%
Alsace	25	1.2%	1.6%	11	1.3%	1.5%	14	1.1%	1.7%	7	1.3%	1.5%
Franche-Comté	34	1.6%	3.6%	12	1.4%	2.7%	22	1.8%	4.4%	13	2.4%	4.8%
Champagne Ardennes	43	2.1%	4.0%	18	2.0%	3.4%	25	2.1%	4.4%	7	1.3%	2.4%
Picardie	76	3.7%	4.9%	29	3.3%	3.9%	47	3.9%	5.9%	13	2.3%	3.0%
Bourgogne	85	4.1%	6.3%	38	4.3%	5.9%	47	3.9%	6.6%	24	4.3%	7.0%
Haute Normandie	78	3.7%	5.2%	27	3.1%	3.8%	51	4.2%	6.5%	19	3.5%	4.3%
Basse Normandie	66	3.2%	5.4%	32	3.6%	5.5%	34	2.8%	5.4%	15	2.6%	4.5%
Centre	119	5.7%	5.7%	55	6.3%	5.5%	63	5.3%	5.8%	24	4.5%	3.8%
Pays de Loire	153	7.3%	5.1%	68	7.7%	4.7%	85	7.1%	5.5%	34	6.2%	3.7%
Bretagne	126	6.0%	4.7%	53	6.0%	4.1%	73	6.0%	5.2%	31	5.7%	4.2%
Poitou Charentes	56	2.7%	3.7%	24	2.7%	3.4%	32	2.6%	4.1%	17	3.1%	4.6%
Aquitaine	118	5.7%	4.2%	57	6.5%	4.3%	61	5.0%	4.2%	23	4.2%	2.8%
Midi Pyrénées	97	4.6%	3.9%	53	6.0%	4.4%	44	3.6%	3.4%	29	5.3%	3.7%
Limousin	40	1.9%	6.5%	22	2.5%	7.6%	18	1.5%	5.5%	9	1.6%	5.6%
Auvergne	73	3.5%	6.4%	27	3.1%	5.0%	46	3.8%	7.8%	19	3.5%	6.0%
Rhône Alpes	220	10.6%	4.2%	55	6.3%	2.2%	165	13.7%	6.1%	68	12.4%	3.5%
Languedoc Roussillon	75	3.6%	3.3%	25	2.8%	2.3%	51	4.2%	4.2%	16	2.9%	2.3%
Provence Alpes Côte d'Azur. Corse	134	6.4%	3.1%	58	6.6%	2.8%	76	6.3%	3.3%	33	6.0%	2.3%
Habitudes de connexion à Internet												
Tous les jours	1244	59.6%	3.6%	540	61.2%	3.1%	704	58.4%	4.1%	413	75.3%	2.8%
Presque tous les jours	300	14.4%	5.0%	102	11.6%	3.7%	198	16.4%	6.2%	98	17.8%	5.3%
1 à 2 fois par semaine	159	7.6%	6.2%	59	6.7%	5.5%	100	8.3%	6.7%	25	4.6%	4.8%
1 à 3 fois par mois	18	0.9%	3.8%	9	1.1%	4.9%	9	0.7%	3.0%	6	1.0%	8.6%
Moins souvent	40	1.9%	5.5%	19	2.1%	5.2%	21	1.8%	5.9%	0	0.0%	0.0%
Jamais	7	0.3%	10.0%	2	0.2%	4.8%	5	0.4%	17.1%	0	0.0%	0.0%

TV Grandes Chaînes

Lecture Dernière Période



	Ensemble			Hommes			Femmes			FoyersCSP+		
	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration	Milliers	Structure	Pénétration
Revenus du foyer												
Moins de 9 000 euros par an	103	5.0%	5.7%	36	4.0%	4.7%	68	5.6%	6.3%	3	0.5%	1.4%
De 9 000 à moins de 12 000 euros par an	137	6.5%	4.6%	64	7.3%	5.6%	72	6.0%	3.9%	2	0.4%	0.9%
De 12 000 à moins de 18 000 euros par an	241	11.5%	4.3%	89	10.1%	3.7%	152	12.6%	4.9%	18	3.2%	2.8%
De 18 000 à moins de 24 000 euros par an	312	15.0%	4.6%	117	13.2%	3.9%	196	16.2%	5.1%	47	8.5%	3.5%
De 24 000 à moins de 36 000 euros par an	511	24.5%	4.5%	205	23.3%	3.8%	306	25.3%	5.1%	157	28.6%	4.5%
De 36 000 à moins de 45 000 euros par an	293	14.0%	4.1%	140	15.9%	3.8%	152	12.6%	4.4%	103	18.8%	3.5%
De 45 000 à moins de 65 000 euros par an	202	9.7%	2.8%	105	11.9%	2.6%	98	8.1%	3.0%	95	17.3%	2.3%
65 000 euros et plus par an	86	4.1%	2.2%	41	4.7%	1.8%	45	3.7%	2.7%	56	10.2%	2.1%
Refus	115	5.5%	3.4%	47	5.4%	3.2%	68	5.7%	3.5%	40	7.3%	3.6%
Ne sait pas	87	4.1%	5.2%	37	4.2%	5.0%	50	4.1%	5.4%	28	5.0%	4.8%